

**Utah Office of Tourism
Board Meeting
Thursday, October 9, 2008 – 10:00 a.m.
Dansante Building
59 South 100 West
Logan, Utah**

Present

Board Members

Kim McClelland
Colin Fryer
Steve Lindburg
Hans Fuegi
Bob Bonar
Peter Corroon

Bill Mallone
John Holland
Steve Burr
Georgianna Knudson
Pam Hilton
Jeff Robbins

Staff

Leigh von der Esch
Dave Williams
Kelly Day

Barbara Bloedorn
Tracie Cayford
Clayton Scrivner

Guests

Nathan Rafferty
Joan Hammer
Judy Holbrook
Debbie Harvey
Red Oelerich
Steve Driggs
Jeremy Chase
Alison Sheffield
Julie Hollist
Richard Justis

Organization

Ski Utah
Box Elder County
Bear Lake CVB
Cache Valley Visitors Board
Outdoor Utah
Struck Creative
Struck Creative
Salt Lake CVB
Cache Valley Visitors Bureau
Cache Valley Visitors Bureau

Welcome

Kim called the meeting to order and thanked everyone in Logan for their hospitality. He then had the board, staff and attendees of the meeting introduce themselves.

Julie Hollist welcomed the board, UOT staff and visitors to Cache Valley. She gave a brief update regarding the increase in out of state visitors to the area due in part to the coop funds that have been received. She thanked the UOT board and staff for all of their continued support on behalf of Cache Valley and the state.

Minutes

MOTION: Peter Corroon made a motion to approve the minutes of the September 11th board meeting held in Torrey. Hans seconded the motion and it passed unanimously.

Marketing Committee Report

Dave Williams expressed appreciation to the marketing committee and to Struck for all of the time and effort they contribute on behalf of the UOT and the state.

Jeremy and Steve from Struck Creative gave a brief power point presentation which included details of the winter and non-winter ad campaigns as well as the winter interactive concepts and website and experience planner updates. They also presented the new winter TV creative spots.

Dave Williams reminded the board that there will be a special screening of the new Warren Miller film October 23rd at Abravanel Hall in Salt Lake. The board will be receiving invitations to the screening shortly.

Steve Lindburg thanked the UOT staff and Struck for their hard work on the experience planner. Steve asked if we have access to the number of people using the experience planner. Jeremy confirmed that they are able to track the number of people accessing and using the planner on line.

Jeremy showed the revised 90 second Delta winter ad as well as an 8 minute version of the new Warren Miller film.

Nathan Rafferty thanked the UOT board and staff and other partners for their sponsorship of the Warren Miller film.

Dave Williams indicated that in the last board meeting, there was a discussion about the UOT entering into an agreement with Outdoor Utah to pay up to \$65,000 in postage to use the Outdoor Utah Recreation Guide as a direct mail piece. Dave also indicated that in the last meeting, the board asked that the UOT present a copy of the proposed agreement to them before the next board meeting. A copy of the revised agreement was provided to the board this week and is also available in their packets. Dave received feedback from several board members and the state attorneys office.

MOTION: After some discussion, Steve Lindburg made a motion to approve the language of the Memorandum of Understanding between the Utah Office of Tourism and Outdoor Utah which would provide up to \$65,000 out of the FY 2008-09 non-winter budget for postage to use the Outdoor Recreation Guide as a direct mail piece. John Holland seconded the motion and it passed unanimously.

Leigh called the board's attention to several proposals to reallocate funds from the marketing budget to help attract a direct flight on Delta to and from Tokyo. She indicated that the GOED board, Salt Lake City and Salt Lake County were all planning to allocate funds to help attract this flight.

After much discussion, the board asked the UOT staff to set up a meeting with Jason Perry to discuss this flight in more detail due to the economy and budget concerns before a decision is made. The board would also like to know what would be received in return for the allocation.

The board also asked if Delta could release information regarding the economic impact that has been realized due to the direct flight to Paris.

Leigh will try to set up a meeting or conference call for Monday, October 13th. Leigh will follow up with an email to the board on a proposed time for the conference call.

Bill Malone requested that the budget be amended to reflect all of the new allocations approved by the board and to remove any of the opportunities to consider from the budget so the board can see where they stand before the meeting to discuss the Delta request.

Communications & Publications

Clayton Scrivner gave a brief power point presentation on the Lou Hammond & Associates 12-month public relations plan. Some of the details of the plan include:

- Written Materials - announcements, press releases, press kit development and resource guides.
- News Bureau – print, online, broadcast
- Media Relations – story development, hot tips, trend-focused outreach
- Events & Media Tours
- Interviews
- Visiting Journalists & FAM Trips
- Media Visits
- Accountability

Tracie indicated that the first media event would be in New York on November 12th. Leigh will be attending this event.

Steve Lindburg asked if the UOT could provide a calendar of media events that will be held so the board can participate when they are available.

Coop Marketing Committee Report

Hans gave a brief summary of a special opportunity cooperative marketing request for \$10,355 from Snowbird Renaissance Center to present the inaugural “Snowbird Tent Revival – A Celebration of Gospel Music.” The revival is scheduled for August 14-16, 2009 and will be the largest celebration of gospel music west of the Mississippi. The committee rated the application and they feel the application should be funded.

MOTION: Peter Corroon made a motion to fund the application as outlined above, Steve Lindburg seconded the motion. The motion passed by the board except for Bob Bonar who abstained.

Han indicated that there was some discussion with the coop committee regarding the balance of the special opportunity funds and whether they should hold on to the balance of the remainder of the funds or open up a part of the funds to the winter industry to help promote the ski season if they could come up with a program that would benefit all groups within the industry since there is a chance this season could be very slow due to the economy.

Hans indicated that the committee is not asking for a motion or a decision from the board today on this proposal. Kim suggested that the board discuss this further at the next board meeting.

Director's Report

Leigh indicated that she had stepped out of the meeting today and had spoken with Jason and he confirmed that the GOED board had approved their portion of the funding for the Tokyo flight. Jason also said he would clear his schedule on Monday for a meeting with the UOT board. He said he would also try to forward some economic development information that he had received regarding the Tokyo flight. The exact time of the meeting will be confirmed after Leigh checks with Jason's schedule.

Leigh also briefly discussed having a separate budget meeting with the board in the near future. The board suggested having a budget meeting prior to the Delta meeting. Leigh will make the necessary arrangements and the UOT staff will email a copy of the latest budget to the board prior to the budget and Delta meetings.

Meeting adjourned.

The next board meeting will be held Thursday, November 13th in Salt Lake.